

スポーツ科学研究, 11, 84-130, 2014 年

**Factors related to the sustainable event of the demonstration program
in National Sports Festival:
A case report on a walk rally event in M-town**

Yu Sekimoto¹, Kazuhiko Kimura², Yoshio Nakamura²

¹Graduate School of Sport Sciences, Waseda University

²Faculty of Sport Sciences, Waseda University

The demonstration program, one of the sports events of the National Sports Festival (NSF) in Japan, has been held by the municipalities of the hosting prefectures every year for the residents. In this program there have been many kinds of new sports events, such as Walking, Ground Golf, Petanque and others. In the previous study, it became clear that there was some municipalities where the legacies related to sports environment for residents continue to exist (22.1%) by hosting this program.

The purpose of this study was to introduce the case of M-town where the walk rally event has been held after the NSF, and explore the maintenance processes to extract some factors for sustainable event. An interview

survey was conducted, and in order to get more detail data, we referred to materials related to the event, and joined the 16th walk rally event in M-town.

As a result, during the preparation period, the M-town administration had an intention of sustaining a walk rally event, and there were following three important factors for sustainable event. 1) Hospitable support by administration: A source of revenue and enough staff for the event. 2) Residents' cognition of the event and walk rally by sufficient PR activities and reservation of the number of participants. 3) Staff training program for learning the Know-how of making a good walk rally event.